

SAMPLE PROCLAMATIONS

Official Proclamations

Having local government officials take part in your **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** activities can attract attention to your celebration.

One way to involve local government officials and agencies is by asking them to sign an official proclamation designating September as **Recovery Month**.

Having local officials publicly sign a proclamation can show members of your community that your local government is committed to improving citizens' awareness of substance use disorders.

A proclamation also is a simple, effective way to demonstrate government recognition of the need to refer people with these disorders to individualized treatment programs, to help them gain access to these programs, and to help ensure there are resources to pay for treatment services.

State governors and legislators, as well as county, city, or town officials, can issue proclamations. The President of the United States has issued a **Recovery Month** proclamation for the last several years. For a list of locations where proclamations have been issued in previous years, and to view samples of those proclamations, please visit the **Recovery Month** Web site at www.recoverymonth.gov.

To inquire about a local official's interest in issuing a **Recovery Month** proclamation, write a letter or contact a member of his or her communications office three to four months in advance to determine the appropriate process. Keep in mind, some legislatures are not in session during the summer, so you may need to build in extra time to schedule a local official who can sign your proclamation.

Publicize Your Proclamation

Once an elected official expresses interest in issuing a proclamation, there are many ways to publicize it to maximize its effectiveness. You can send copies of the proclamation to the "local" or "metro" desks of local newspapers. You also can organize a press conference where the official signs the proclamation and copies are distributed to reporters. During your press conference, you can display the proclamation by having it photo-enlarged to poster size, and you can link the signing of the proclamation to other events during **Recovery Month**. For example, after the governor or a state official signs the proclamation, you can follow the signing with a legislative forum featuring guest treatment providers and others who can further bring the message of recovery to your state's leaders.

After your proclamation has been issued, you can seek permission to display copies in the lobbies of public places, including libraries and government buildings. It also is a good idea to scan the proclamation and post it on your Web site with a link to the official **Recovery Month** Web site, www.recoverymonth.gov. Icon banners also are available at the **Recovery Month** Web site.

Write Your Proclamation

There are two styles to choose from when writing a proclamation. Traditional proclamations begin with a series of clauses starting with the word “Whereas,” which means “because,” “inasmuch as,” or “since.” The “Whereas” clauses state the issue or problem and suggest reasons why the proclamation is being issued. They are followed by one phrase beginning with “Therefore,” which is the actual declaration and request for specific support.

Other, more modern wording is acceptable in proclamations, as well. You may wish to ask your local official which style he or she prefers.

Following are two sample proclamations for you to consider. The first is more traditional; the second proclamation follows the more contemporary format. Modify these sample proclamations by inserting information about the substance use problem in your area, as well as about local treatment facilities for those struggling with the disease of addiction.

These sample proclamations are located in this planning toolkit, on the enclosed CD-ROM, and on the official **Recovery Month** Web site, www.recoverymonth.gov.

You are encouraged to share your plans and activities for *Recovery Month* 2005 with the Substance Abuse and Mental Health Services Administration’s (SAMHSA’s) Center for Substance Abuse Treatment, your colleagues, and the general public by posting them on the official *Recovery Month* Web site at www.recoverymonth.gov.

We would like to know about your outreach efforts and community success stories during *Recovery Month*. Please complete the Customer Satisfaction Form enclosed in this planning toolkit. Directions are included on the form.

**Please send any of your organization’s *Recovery Month* promotional samples to:
Office of the Director, Consumer Affairs, SAMHSA’s Center for Substance Abuse Treatment,
1 Choke Cherry Road, 2nd Floor, Rockville, MD 20857.**

Sample *Recovery Month* materials are available electronically on the CD-ROM enclosed in this planning toolkit. For additional *Recovery Month* materials, visit our Web site at www.recoverymonth.gov or call 1-800-662-HELP.

SAMPLE PROCLAMATION 1: TRADITIONAL FORMAT

WHEREAS, substance use disorders are a serious and treatable health problem, and as many as 63 percent of Americans say that addiction to alcohol or other drugs has had an impact on them at some point in their lives, whether it was the addiction of a friend or family member or another experience, such as their own personal addiction; and

WHEREAS, assessing our citizens' needs for addiction treatment and referring them to appropriate treatment—and their family members to support services—is a crucial first step in helping people realize that recovery is possible and treatment is effective; and

WHEREAS, barriers to accessing treatment programs that can help heal lives, families, and our community are a significant problem for our neighbors, friends, co-workers, and family members with substance use disorders; and

WHEREAS, community members seeking treatment deserve affordable, individualized treatment programs; and

WHEREAS, celebrating individuals in recovery and their families, and saluting the health care providers who helped them obtain treatment, educates our community about the benefits of treatment and affirms that such providers deserve adequate compensation for their services; and

WHEREAS, to help achieve this goal, the Substance Abuse and Mental Health Services Administration within the U.S. Department of Health and Human Services; the White House Office of National Drug Control Policy; and [the name of a treatment organization in your state or community here] invite all residents of [your city or state] to participate in *National Alcohol and Drug Addiction Recovery Month (Recovery Month)*;

NOW, THEREFORE, I, [name and title of your elected official here], by virtue of the authority vested in me by the laws of [name of city, state, or locality] do hereby proclaim the month of September 2005 as

National Alcohol and Drug Addiction Recovery Month

in [name of your city or state here] and call upon the people of [name of your city or state here] to observe this month with appropriate programs, activities, and ceremonies supporting this year's theme, *"Join the Voices for Recovery: Healing Lives, Families, and Communities."*

IN WITNESS WHEREOF, I have hereunto set my hand this [first/other day of month] day of September, in the year of our Lord two thousand five, and of the Independence of the United States of America the two hundred and thirtieth.

Signature

[Insert City/State or Other Official Seal]

SAMPLE PROCLAMATION 2: CONTEMPORARY FORMAT

Substance use disorders are a serious health problem; as many as 63 percent of Americans say that addiction to alcohol or other drugs has had an impact on them at some point in their lives, whether it was the addiction of a friend or family member or another experience, such as their own personal addiction. In our community, more than [number] of [your city or state here]’s residents have substance use disorders, and although treatment can help them recover from the disease of addiction, only an estimated [number] have accessed the area’s treatment facilities.

It is critical that *all* of our citizens with these disorders receive the medical and other resources they need to treat their addictions. We know these disorders are chronic (but treatable) diseases, just as we know that diabetes and heart disease are chronic medical conditions. With support and encouragement, people with substance use disorders can overcome the stigma and discrimination that are associated with addiction.

Recovery from substance use disorders is possible when people have the support and resources to get help at home, in the community, and in the workplace. We need to assess their needs and refer them to appropriate and individualized treatment programs.

Once they recognize that they need help, the people in our lives who are struggling with substance addiction—our friends, neighbors, co-workers, and family members—need access to available treatment programs. Right here in [your city or state here], we are [talk about specific drug and alcohol treatment programs or initiatives taking place in your community]. We must encourage our employers and communities to help provide a full range of treatment and other support services. Our community salutes those in our neighborhoods who are in recovery and the counseling and program staff who helped them along the path to recovery.

For these reasons, I am asking all citizens of [your city or state here] to join me in celebrating this September as ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)***. This year’s ***Recovery Month*** theme, “***Join the Voices for Recovery: Healing Lives, Families, and Communities***” invites all of us to guide those in our community who need alcohol and drug treatment toward the promising path of recovery.

The Substance Abuse and Mental Health Services Administration within the U.S. Department of Health and Human Services; the White House Office of National Drug Control Policy; and [the state of (your state)/the municipality of (your municipality)/the city of (your city)/name of a treatment organization in your community/etc. here] welcome your participation in ***Recovery Month***.

NOW, THEREFORE I, [name and title of your elected official here], do hereby proclaim the month of September 2005 as

National Alcohol and Drug Addiction Recovery Month

in [name of your city or state here] and encourage all residents to promote the benefits of alcohol and drug treatment and recovery and to support community treatment programs.

Signature

[Insert City/State or Other Official Seal]